

Message Text

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SUBJ: INFORMATION ON EUROPEAN AWARD OF GOLD MERCURY

FOR COMMERCE

REF: STATE 125877

1. " EUROPEAN AWARD GOLD MERCURY" NOT OFFICIAL AWARD. IT IS, IN EFFECT, A CLEVER PUBLIC RELATIONS UNDERTAKING ORGANIZED BY PRIVATE AND SUCCESSFUL INSTITUTION KNOWN AS " CENTRO GIORNALISTICO ANNALI", VIA FLAMINIA 491 ROME, THE PRESIDENT OF WHICH IS SIG. CESARE MARRONI, A PUBLIC RELATIONS EXPERT.

2. OSTENSIBLE PURPOSE OF AWARD IS QUOTE TO HONOR ITALIAN AND FOREIGN FIRMS WHICH HAVE GIVEN A SIGNIFICANT CONTRIBUTION TO WORLD TRADE UNQUOTE. ORGANIZERS ARE ABLE AND WELL CONNECTED IN ITALIAN POLITICAL AND ECONOMIC CIRCLES. AWARDS ARE USUALLY PRESENTED BY IMPORTANT POLITICAL FIGURE. 1973 AWARDS WERE PRESENTED ABOUT ONE MONTH AGO BY GIULIO ANDREOTTI, THEN ITALIAN PRIME MINISTER, AND CEREMONY ATTENDED BY LARGE NUMBER LEADING POLITICAL, GOVERNMENT, BUSINESS REPRESENTATIVES. AS RESULT, THE FIRMS QUOTE SELECTED UNQUOTE FOR AWARDS RECEIVED EFFECTIVE NATION- WIDE PUBLICITY IN GOVERNMENT AND BUSINESS CIRCLES, AND IN THE PRESS AS WELL AS ON THE RADIO AND TV NETWORKS. AMONG OVER 200 RECIPIENTS 1973 WERE SEVERAL AMERICAN FIRMS AND ALSO INTERNATIONAL FIRMS, E. G. SONY OF JAPAN.

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3. CENTRO GIORNALISTICO ANNALI APPEARS A REPUTABLE ORGANIZATION AND INDIVIDUALS CONNECTED WITH IT ENJOY GOOD REPUTATIONS IN THE COMMUNITY. HOWEVER, IT WOULD BE ADVISABLE THAT BEFORE ACCEPTING, THE U. S. FIRMS QUOTE SELECTED UNQUOTE FOR THE AWARD INQUIRE AND OBTAIN FIRM COMMITMENTS OF THE / TOTAL/ COST OF ALL THE VARIOUS REQUIRED SERVICES (JOURNALISTIC, PUBLIC RELATIONS, PHOTOGRAPHIC, ETC.) RELATED TO IT. THESE COSTS OFTEN ONLY BECOME APPARENT AFTER THE FIRM HAS ACCEPTED AND IT IS RUMORED CAN RUN INTO SEVERAL THOUSAND DOLLARS. VOLPE

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